

Winter 1973

# La Salle Magazine Winter 1973

La Salle University

Follow this and additional works at: [https://digitalcommons.lasalle.edu/lasalle\\_magazine](https://digitalcommons.lasalle.edu/lasalle_magazine)

---

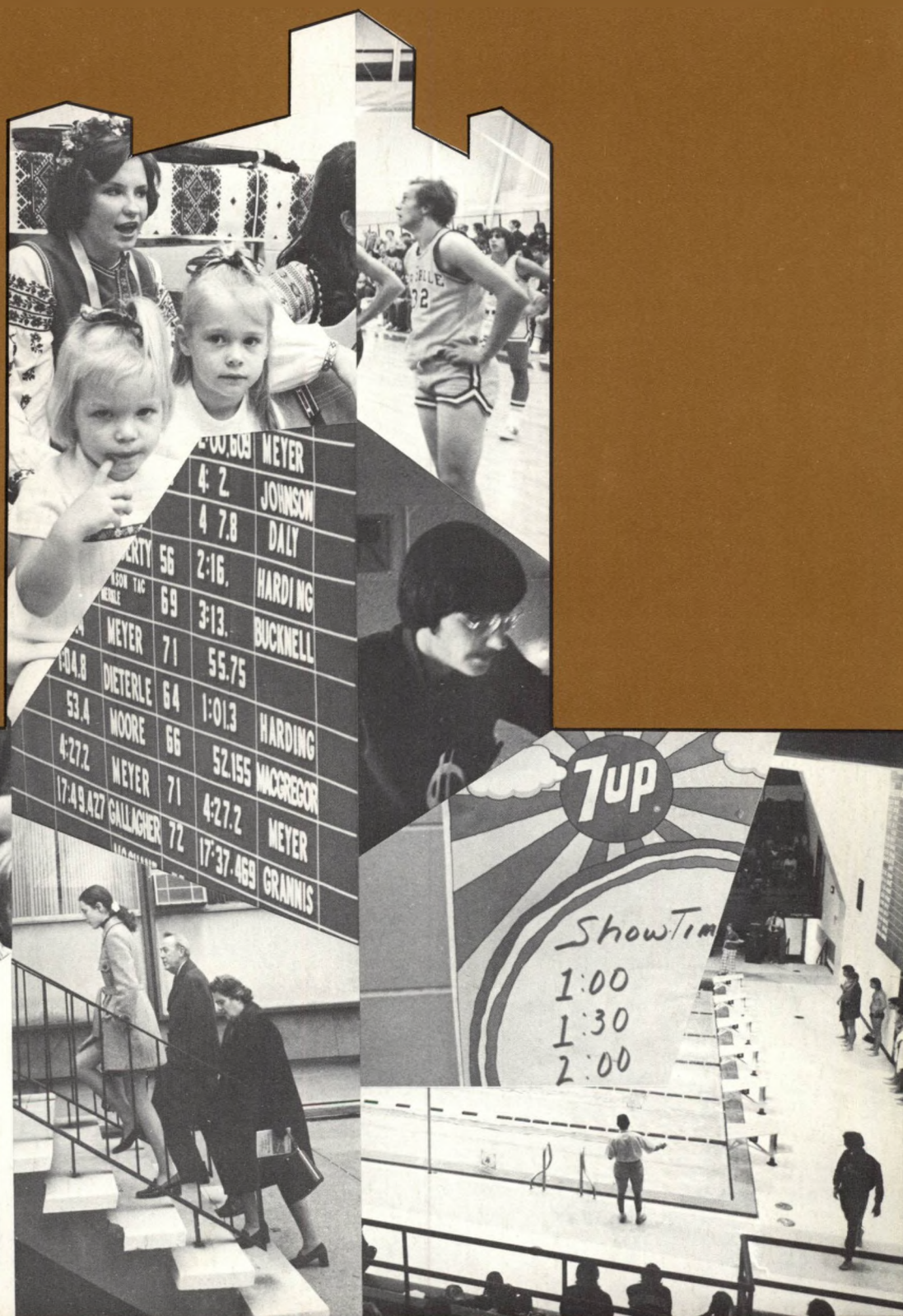
## Recommended Citation

La Salle University, "La Salle Magazine Winter 1973" (1973). *La Salle Magazine*. 143.  
[https://digitalcommons.lasalle.edu/lasalle\\_magazine/143](https://digitalcommons.lasalle.edu/lasalle_magazine/143)

This Book is brought to you for free and open access by the University Publications at La Salle University Digital Commons. It has been accepted for inclusion in La Salle Magazine by an authorized administrator of La Salle University Digital Commons. For more information, please contact [careyc@lasalle.edu](mailto:careyc@lasalle.edu).

# LaSalle

A QUARTERLY LA SALLE COLLEGE MAGAZINE



# OPEN HOUSE



# LaSalle

A QUARTERLY LA SALLE COLLEGE MAGAZINE

Volume 17 Winter 1973 Number 1

Robert S. Lyons, Jr., '61, *Editor*  
Joseph P. Batory, '64, *Associate Editor*  
James J. McDonald, '58, *Alumni News*

## ALUMNI ASSOCIATION OFFICERS

Robert J. Schaefer, '54, *President*  
Joseph J. Sweeney, '54, *Executive Vice President*  
Joseph Gindhart, Esq., '58, *Vice President*  
Gerald P. Ginley, '54, *Secretary*  
John McNally, '64, *Treasurer*

LA SALLE MAGAZINE is published quarterly by La Salle College, Philadelphia, Penna. 19141, for the alumni, students, faculty and friends of the college. Editorial and business offices located at the News Bureau, La Salle College, Philadelphia, Penna. 19141. Second class postage paid at Philadelphia, Penna. Changes of address should be sent at least 30 days prior to publication of the issue with which it is to take effect, to the Alumni Office, La Salle College, Philadelphia, Penna. 19141. Member of the American Alumni Council and American College Public Relations Association.

## CONTENTS

- 1 OPEN HOUSE**  
Larry Kanevsky's camera captures some of the highlights of the college's annual Open House festivities, on Nov. 12, which featured the unveiling of Hayman Hall and a glimpse of the contemporary La Salle.
- 6 THE GM**  
For a guy who never played football, Upton Bell, '61, of the New England Patriots, has been impressing many people as the youngest general manager in the NFL.
- 10 WHAT'S WRONG WITH THE PRESS?**  
James P. Parks, Jr., '55, a former newspaperman, examines some of the problems plaguing today's journalistic society.
- 14 THE FINE ARTS FIND A HOME**  
Art history and music are now part of the college's newest major field of study. Both courses have been the object of considerable interest and enthusiasm.
- 16 AROUND CAMPUS**  
In four years, Bill Wilkinson has completely turned La Salle's soccer fortunes around. A look at his exciting booters, plus other sundry campus news items.
- 18 ALUMNI NEWS**  
A chronicle of some significant events in the lives of La Salle alumni.

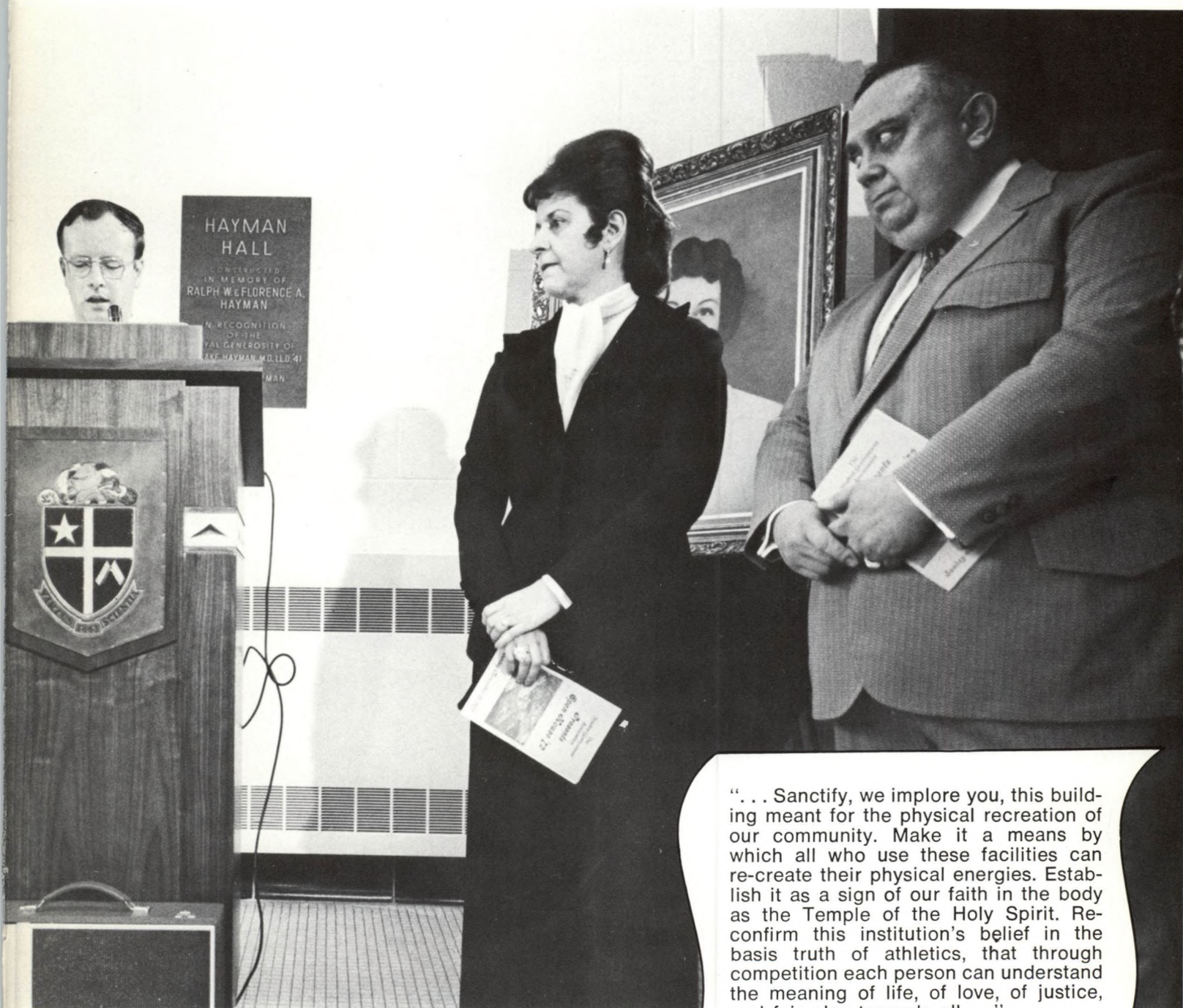
**CREDITS:** Front cover design by John J. Boyle and photographs by Lawrence V. Kanevsky; back cover, Charles F. Sibire; inside back cover, and pages 1-5, Kanevsky; 6, 9, New England Patriots; all others by Sibire.



Dr. and Mrs. H. Blake Hayman watch as the Rev. Raymond F. Halligan, O.

## The Blessing of





... blesses the college's new athletic facilities building.

"... Sanctify, we implore you, this building meant for the physical recreation of our community. Make it a means by which all who use these facilities can re-create their physical energies. Establish it as a sign of our faith in the body as the Temple of the Holy Spirit. Re-confirm this institution's belief in the basis truth of athletics, that through competition each person can understand the meaning of life, of love, of justice, and fair play towards all. . ."

# Hayman Hall

*This was the highlight of the college's annual Open House celebration on Nov. 12. As the old saying goes, "There was something for everyone."*

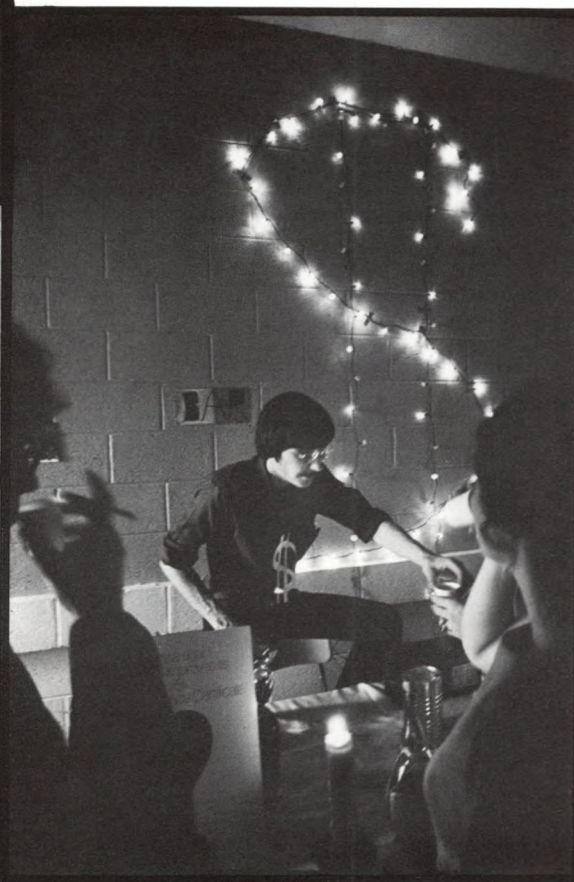




Festivities included the unveiling of new portraits of members of the college's Alumni Hall of Athletes where Brother Daniel Burke, F.S.C., Ph.D. (right) chats with Mrs. Cesarina Cantello and her son, Al, '55, track coach at the U.S. Naval Academy. There was an intra-squad basketball game in Hayman Hall and various exhibits, displays and shows staged by student organizations and fraternities.





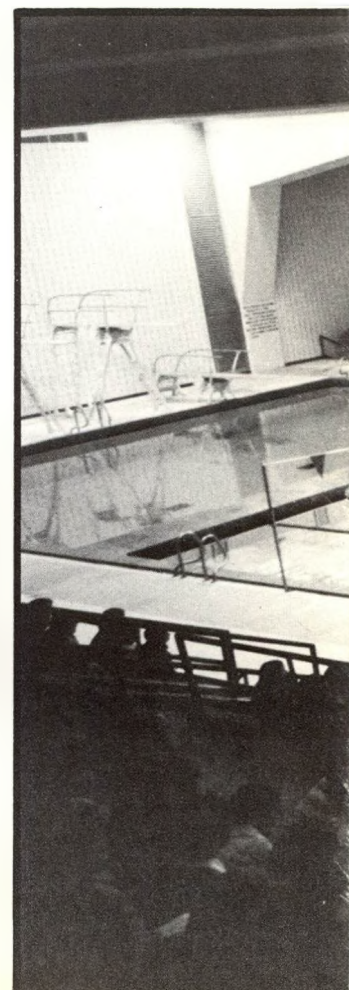
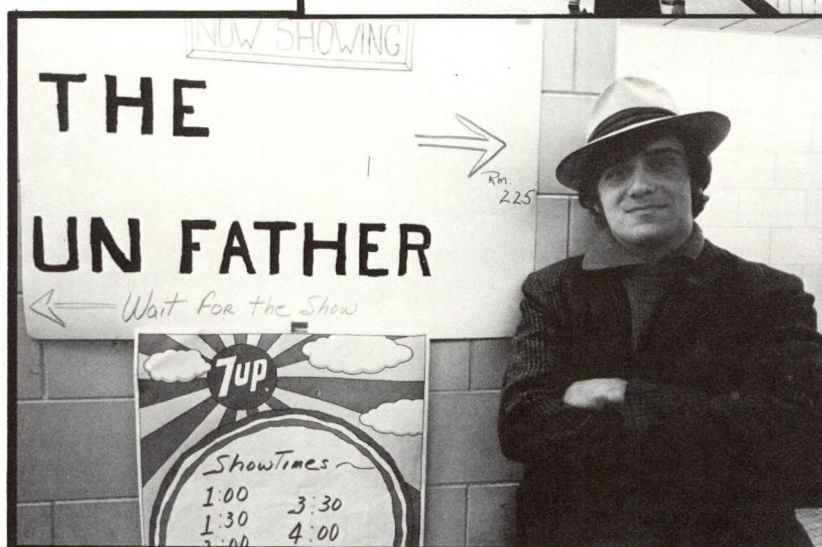




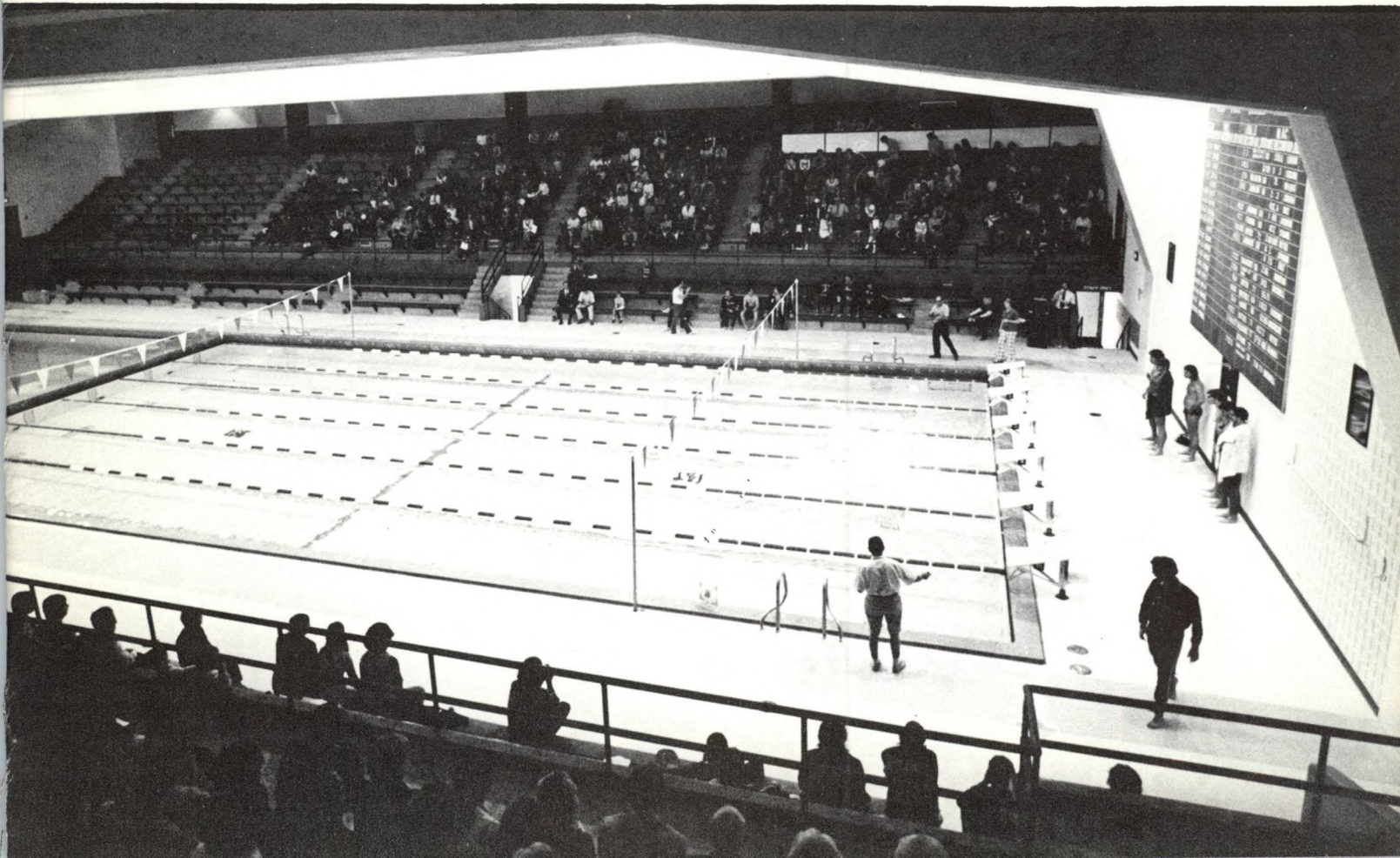
What makes La Salle College different from other institutions, said Dr. John J. Seydow, '65, in his Open House Welcoming Address, "is that we care for each other here. Our house is not divided. We have charity, one for another, because we believe in each other; and all of that is due to our belief in something outside ourselves, in God, and our belief that he cares for us."

"The concept of an Open House," added the assistant professor of English, "is not only a symbol of what we are, but a prerequisite for continuing to be and a catalyst for speculative renewal and potential perfectability. For, once we stop believing in each other, stop caring for each other, stop being open to each other, our center will fall apart and our house will fall.

“... As long as we worry more about what we are than what we appear to be, more about identity than image; as long as our means and ends are the same; as long as we can be ourselves, even at an Open House—then, La Salle College will continue to be not only different, but special.”









# The GM

**For a guy who never played football who finds himself the youngest operator in the NFL, Upton Bell has made some pretty impressive moves. Why, you'd think that his father founded the league, or something like that.**

By Robert S. Lyons, Jr.



- This magazine was already in production when Mr. Bell and the Patriots unexpectedly parted company on December 5.





**B**ack in the 1950s, Frank Lane picked up the reputation as the quickest wheeler-dealer in professional sports. During his stormy seven years with the Chicago White Sox, the controversial general manager made 242 player trades and cynics talked about how the Sox had three teams on the field—one coming, one going, and one playing.

Then in the late '60s, George Allen took over as the pro's top flesh-peddler—first with the Los Angeles Rams, and currently with the Washington Redskins. Players shifted in and out of the nation's capital quicker than a horde of blitzing linebackers and rumors have it that the members of the "Over-the-Hill-Gang" soon came to the realization that it was prudent, wise, and expedient to keep suitcases packed at all times.

Well, forget about Frank Lane. Move over, George Allen. Because here comes George Upton Bell, '61, who happens to be not only the *youngest* General Manager in the National Football League, but also its most prolific merchandiser. If his New England Patriots eventually settle down and recover from the turbulence that has wreaked havoc on their once-optimistic 1972 rebuilding plans, Bell could wake up one day to find himself as the most *successful* GM in the Business.

This would be absolutely remarkable when one considers that Bell has *never*—that's right, *never*—played organized football. Not even in high school! Yet, when it comes right down to knowledge of the game, Upton Bell apologizes to no one. Not to former All Pros like Pete Retzlaff and Norm Van Brocklin, or Tex Schramm or any of them. The truth of the matter is that Upton Bell, that brash 34-year-old kid who was running errands for the Baltimore Colts less than ten years ago, has been known to pull over an occasional quickie on the Pete's and Norm's and Tex's of the league.

"The thing to remember about the New England Patriots," said Howard Cosell a few weeks ago, "is that they have a shrewd, young general manager in Upton Bell. He knows how to draft personnel. And he has two number-one draft choices for next year."

In his first 18 months at the helm of the former Boston franchise (the club now plays in Foxboro, conveniently located between Boston and Providence), Bell made 35 player trades. The Patriots climbed from last place in the AFC (2-12 the year before he arrived) to third last year with a 6-8 record which included big upset-victories over Super-Bowl runnerup Miami, Oakland, and Baltimore. A total of 186 players have gone through the Patriots mill in that time. Of the 40 players on the club two years ago, 39 have been replaced by Bell.

"Yeh, I've made more trades than anyone in the league since I've been here," said Bell while sitting in his comfortable, plush, but functional Schaefer Stadium office earlier this season. "Allen made all of his trades (with the Redskins) within a one year period."

"My best trade? It didn't get that much publicity," says Bell. "We got defensive tackle Dave Rowe, who's done a tremendous job for us for (tackle) Tommy Funchess, who is no longer with the (Houston) Oilers. I guess my luckiest deal was the one we never made. Just getting out of that Duane Thomas mess was a good trade."



## Seven of Bell's draft choices

**T**homas, the controversial running back who was then with the Dallas Cowboys, failed to report to the Patriots after being traded for running back Carl Garrett. Not only did the Pats get Garrett back, but they were also given guard Halvor Hagen as "compensation." Garrett went on to enjoy a sensational season and led the club in rushing with 1,699 yards. Hagen became one of the leaders of the Patriots promising, young offensive line. He also plays defense and backs up at center.

Garrett, who beat O. J. Simpson out for 1969 "Rookie of the Year" honors, later became the center of some stormy off-the-field decisions. The Patriots upset two of NFL's toughest entries, Atlanta and Washington, in two rather miraculous back-to-back weekend occurrences at the outset of the '72 season, then went into an embarrassing tailspin. By the time the losing streak reached six—including a 52-0 loss to Miami—Bell found it necessary to get tough. He replaced head coach John Mazur with Phil Bengston, one of the brains behind the rise of the Green Bay Packer dynasty, and later suspended offensive star Garrett without pay for the remainder of the year for missing some 15 practices. Neither action really surprised the football world. Bell has long-ago established himself as a mover and shaker. Almost the entire Patriots' front office and business staff was fired after he arrived in January 1971 from the Baltimore Colts where he had been director of player personnel.

After arriving in New England, the first player Bell found himself negotiating with was Stanford All American Jim Plunkett, who ended up appearing in every Patriot offensive play and enjoying as fine a rookie season as any quarterback in the league's history.

"Negotiating with Plunkett was very easy," Bell says. "The discussions were honest and open from the outset. Actually, the terms (of the agreement) were all set during the first week even though we didn't announce it until July."

Unlike most GMs, Bell prefers dealing with agents or lawyers rather than with new players. "Most rookies are so nervous when they come in here that they don't know what they really want," he says. "Agents have a better understanding. A good one can really be an asset to a (confused or inexperienced) player."

Success came swiftly to Bell during his five year tenure as personnel chief of the Colts. He is credited with recommending more than half of the players who made the rosters of the Colts' Super Bowl teams of 1969 and 1971. Among his draft choices were the likes of Jim O'Brien, who kicked the winning field goal in the '71 Super Bowl triumph over Dallas; Bubba Smith, and Eddie Hinton. Seven of his 1970 draft choices played in that game.

Why would someone choose to leave the relatively secure surroundings of a winning organization in favor of rebuilding a sagging franchise in an area that has twice before rejected professional football?

"Being comfortable or secure in life just doesn't appeal to

me," says Bell. "It never has. I know that I can rebuild this club, I can do anything. Too many people are unwilling to take chances. Then when they're about fifty, they regret it. Succeed or fail, I will never regret coming here. I've never been sorry for anything I did."

Although his Patriots are currently one of the youngest teams in the league and "about two years away" from being a serious Super Bowl contender, Upton Bell, the football mind, will eventually be judged in terms of wins and losses. Meanwhile, New England writers and fans have been analyzing Upton Bell's personality as a man and a public figure. "Upton Bell has been dissected in print more than any other sporting personality in the area," said Will McDonough in the *Boston Globe*, recently. "This is so because Bell invites it."

"I really don't think that I'm a controversial guy," says Bell, an indefatigable, hard-working administrator who demands the same qualities from his subordinates. "I say what's on my mind. Maybe that's why some people consider me controversial. But I don't believe in anything else but the truth."

La Salle's basketball coach Paul Westhead remembers Upton Bell somewhat differently. Reflecting on their year as basketball teammates at Malvern Prep, Westhead says: "He was a comical guy, but I was very serious about the game. Upton always had that devilish smile. He was always trying to find something funny. That's probably why we were pretty good friends."

Bell, who had some "very good talent as an athlete" according to Westhead, started on La Salle's freshman basketball team and made coach Duddy Moore's first Explorer varsity the following season. "I spent the next two years on probation," recalls Bell, a business major who dropped out of college during his senior year. "Maybe one of my problems was the fact that I didn't make up my mind what I wanted to do (in life) until my last two years. Anyway, I still think that a college degree is very important. Perhaps someday I'll regret that I didn't finish."

**U**pton comes from one of football's most legendary families. His grandfather was a member of Walter Camp's Rules Committee circa 1878 and his father, Bert was one of the founders and long-time commissioner of the old NFL. "Most of my younger life was spent with older people," says Upton. "Not just football players, but politicians, baseball players, gangsters, you name it. We lived in a house with 33 players from the (old) Eagles. I remember walking with my father in downtown Philadelphia when he saw one of those old NRA signs and decided right then to rename them The 'Eagles.'"

"Upton has completely turned the Patriot's image around," says one New England observer. He'll go anywhere to speak. And the writers love him because he's *always* available. Not only that, but he'll take them into his confidence and give them advance information about trades. Really help them



## *played in the Super Bowl a year later*

do their jobs, and you never see the people from the Red Sox or Bruins acting that way."

Bell, an extremely self-disciplined individual (he weighs in at the same 5'11½, 155 pounds that he carried in high school), runs three miles every night. "I really believe that if you're physically in shape you will be mentally in shape," he says. He carefully plans every working minute and the minutes usually continue until after 7:00 P.M. when he winds up the day with a staff meeting. Later, he plans his schedule for the following day.

His office overlooks the Poly-Turf football field ("I can sit here and watch the holes open up") and is equipped with a projection screen where Upton can crank up game films without leaving his chair. Behind his desk is a magnetic chart extending from the floor to the ceiling where all of the league's 1,400 players are listed by height, weight, position and their rank on the team's depth chart that day. The chart gets revised daily.

Bell's private box in Shaefer Stadium includes direct telephones to the bench, two television sets—to pick up the other games being carried on the tube that day—as well as a special monitor which brings in the CBS telecast which is being sent to the opponent's home town. "My attention span is quite extensive," he says while explaining how he watches three games at once as well as "instant replays" on the CBS monitor.

Across the room is a huge wall-sized map which contains every city or town in the United States where football is played. Top college prospects are pinpointed. "I've been to every town in the country," says Bell. "Before air travel became the thing to do in pro football, my wife and I would drive from coast to coast on scouting trips. On one trip we covered 25,800 miles in 45 days. Every afternoon, I would drop my wife off at a library on some college campus and I would go watch football practice."

Bell, a prolific reader who also enjoys art and music, lives in nearby Milton with Anne, a native Philadelphian, and their son, Christopher. "Anne has a life and identity of her own," he says. "I think this is good. She has many interests like art and music and civic projects."

Does Upton ever compare Pete Rozelle, the present football commissioner, with his father?

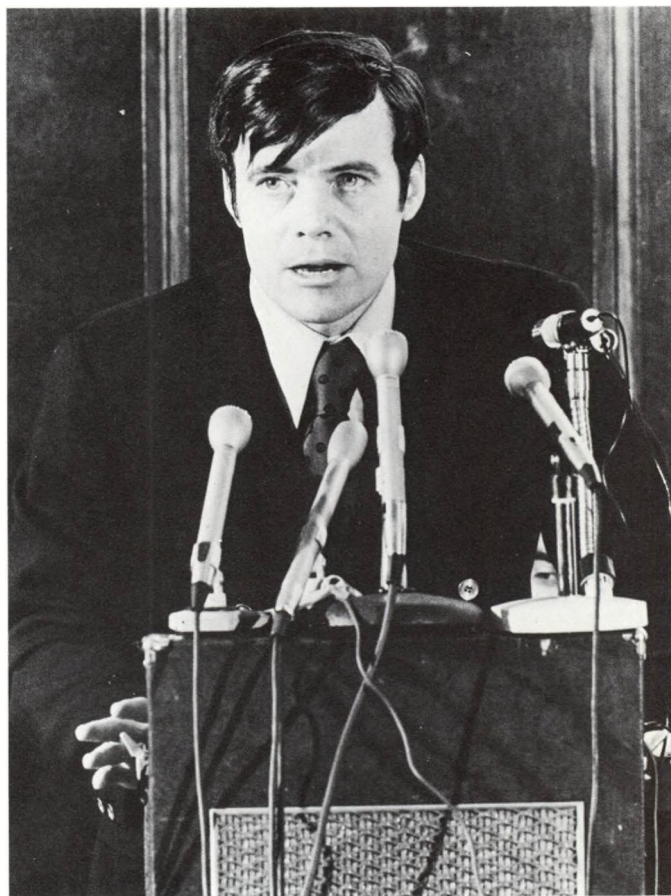
"Never," he says. "I don't second guess anything that Rozelle does because they are completely different men from two different eras. Bert Bell was the man for his time and Pete Rozelle has done a fantastic job in what I consider the computer and electronic age of football."

**B**ell, who admittedly was an "old line NFL thinker," would now like to see the two point conversion—an original idea of the old rival American Football League—implemented in all pro games.

"No game should be played without an outcome," he says. "I'm in favor of anything that would appeal to the crowd. The (new) hash marks are good because they'll open up the game. I don't know whether I'd like to see 'sudden death' in all regular season games, but there's now a proposal under consideration where a team would be given four downs to score after the other team scores the go-ahead points."

Bell's immediate goal is the Super Bowl. Afterwards? "I would like some day to have a piece of a ball club," he says. "The only thing I regret sometimes is the fact that my father had to divest himself of (ownership) interest when he took over the league."

"But it gave me the opportunity to fight for myself. To make it on my own. Without people saying only that I was Bert Bell's son." ■



When Upton Bell joined the Patriots, he averaged four or five speaking engagements a week promoting the club.



*A former newspaperman-turned-editor explains why trust, responsibility and respect are no longer synonymous with the journalism profession.*

# WHAT'S WRONG WITH THE PRESS?

By James P. Parks, Jr.

**The issue of press privilege is the public's right to know**

**assault on the press**

It may be some consolation to Peter J. Bridge that he's making history, even more consolation that when he gets out of jail he should have little trouble finding a new and better job than he had as a reporter for the old Newark Evening

WASHINGTON.—The most politically significant aspect of Clark MacGregor's characteristically harsh assault on the Washington Post's coverage of the Watergate affair is the fact it was ordered directly from the White House.

suffocate any disclosures that might reduce it.

But the truth seems different. The President's lead is so overpowering that the White House has been able to

**A campaign to discredit the press**

lawlessness and some of the most unethical tactics ever to despoil a democracy.

Congress has been particularly shameful throughout this shameful period. have tied them

**Immunity Law for Press Would Help the Public**

**Publisher Says Secrecy Adds to Media Problems**

**Reporters Seek to Free Jailed Newsman**

LITTLE (NC) — through it and see

NEWARK, N. J. (AP). — About 40 reporters staged a "Free Peter Bridge" rally outside the Essex County Jail Saturday on behalf of the newsman who went to jail

"Jail Crooks Not Reporters," and "A Reporter Is Not a Policeman."

BRIDGE IS SERVING an indefinite term while being convicted of contempt for re-

Newark.

Edwin A. Goodman, general manager of radio station WBAL in New York City, who himself was jailed for contempt in March, addressed the rally. Goodman was in-

hattan district attorney.

"WHAT WE'RE FACING this country now is an attack on the First Amendment seems to me we're entering a new era when our going to have to



When Dwight D. Eisenhower ignited the 1964 Republican convention with a call to scorn the divisive efforts of sensation seeking columnists and communicators, the former president adroitly struck a political nerve. The Cow Palace in San Francisco erupted at this last minute addition to his keynote speech. Delegates, although at the moment in the midst of a highly divisive struggle of their own over the nomination of Senator Barry M. Goldwater, suddenly found unity. They erupted with boos, catcalls and fist shaking directed, of course, not at their elder statesman but at television cameras and newsmen in their midst. In a different setting, they could have become a lynch mob.

Touching one of the few tender spots in a politician's emotional system, Mr. Eisenhower had summoned forth latent hostility all office holders on every level share. Self serving claims to the contrary notwithstanding, no one in public life is fond of the press. It is the instrument through which they are presented to their constituency and the critical eye which hold them accountable for their actions.

Many years later, a letter printed in a newspaper caught my attention. The writer, a high school pupil, vented similar vitriolic feelings against the press. The newspaper had given extensive front page treatment to a scuffle among fans at a school basketball game, terming the situation a near riot while praising the work of a few off-duty policemen who quickly brought the situation under control without the necessity of outside help. The same newspaper, the girl wrote, had refused a request to send a reporter and photographer to cover a tutoring program for younger children that her classmates were conducting in an inner city neighborhood.

No one can work very long in so vulnerable a profession as journalism without experiencing and becoming hardened to criticism. It's so much a natural part of the job that the press has armed itself with an array of explanations, justifications and defenses against irate politicians, ignored school girls and anyone else who comes up with a gripe and if these defenses don't work, there is always the ultimate appeal to freedom of the press.

Press freedom, obviously, is a serious matter. Along with other constitutional guarantees, it has helped shape American democracy. Publishers, editors and reporters and, more recently, their colleagues in electronic journalism, have fought well to preserve this and other rights. As a practical matter, preservation of press freedom is not in serious jeopardy although vigilance never is out of order.

I find it of greater immediate concern, if the newspaper industry is to retain its vital place in society, to question whether we are not overlooking a potentially more destructive element. It would appear safe to conclude the reason most people don't like us—or trust us or respect us—is not because we're free but because we're *unresponsive* to and—yes—even *irresponsible* toward the world we profess to serve.

When a government less severe than ours imposes press censorship or shuts down dissident publications, we sympathize with the people affected and thank God it can't happen here. But is the net effect any different if people in the Philippines are deprived of their newspapers because of martial law or if the people in Newark, N.J., loose their long respected evening newspaper because it can't withstand economic pressures?

The partyline press monopoly in the Soviet Union deprives Russian citizens of valuable diversity in opinion. But what happens to diversity when major U.S. cities which once supported several newspapers are reduced to having one or two?

Isn't it a parody of real competition if there are two—usually a morning and an evening newspaper published by separate organizations or, more frequently, by the same organization—and they evolve into a situation where the stronger becomes the pace setter and the weaker only tries to imitate the other?

Although the public at large is probably unaware of it, the journalism profession is now participating in a lively discussion of roles, professional responsibilities, perspectives and fundamental changes. These self-studies are taking place within publishing organizations, in gatherings of writers and editors and in the few trade magazines which serve the industry. Seldom is the discussion considered newsworthy enough for general circulation. The press talks least about itself. It reserves the right to air both its dirty and its clean linen in private, a privilege it quite correctly denies others.

This is not to say the discussion is academic or meaningless. It has produced some significant changes. The newspaper you read today—unless published by an outfit totally immune to the world around it—is quite different from the one you read 10 years ago.

The development cited most frequently as an example of what can be done if pressures are strong enough is the integration of so called black news into the general press. The hero of "Simply Heavenly," a Broadway folk musical with an all black cast, complained several seasons ago that he had been denied the right to see a flying saucer because Negroes couldn't make the front page without killing someone or being chased by a mob. A small but very capable cadre of black reporters, recruited largely because of the turmoil in the late 1960s, has begun to turn that situation around.

There still is a long way to go before the nonwhite viewpoint achieves real parity. A few black editors in key spots will help. No longer, however, does a city editor ask a reporter returning with a dramatic story about a fire rescue—as one asked me early in my career—whether the persons involved were "white or colored" before deciding what page position the story rated in the next edition.

Blacks aren't the only newsmen getting involved with the fields they cover. "Pat" explanations, once accepted at face value, no longer are printed uncritically. "Official" explanations of events are now questioned. This process may raise a risk of bias in an opposite direction, but overall objectivity suffers no more than before and probably a good deal less.

Conflicts of interest do arise between a reporter's roles as a concerned human being and as a neutral observer. The profession as a whole, however, is acutely conscious of this and precise standards of ethics are beginning to appear. These codes, if applied correctly, reach beyond the working level and attach such things as the long standing conflicts inherent, for instance, in publishers and other newspaper executives serving as directors of corporations and community agencies. Front office political bias which colored many an editorial policy slowly is being erased.

The dispute over so called *good-news* and *bad* probably will never end. The desire for publicity remains a strong human trait and resentment against unfavorable exposure is even greater. The woman who recently suggested I consider doing "a positive story on city crime" may not see her inconsistency but it stands out sharply in a newsroom. Good newspapers do not seek to be either positive or negative but, more than ever today, to tell the truth. Not all readers understand that.



***One editor asked me  
if the persons were  
“white” or “colored”  
before deciding  
how to play the story.***

If previously ignored segments of society are elbowing their way into newspaper columns, so also is more complete treatment of several important aspects of life.

The editor who scoffed at liberally educated reporters and who regarded something as news only if it “bled, burned or blew up” is disappearing. Violence still gets disproportionate emphasis although it would be dishonest to ignore it. But there is a sincere effort in most newsrooms to cover the diversity of other things that interest and affect people. To be sure, mandatory retirement policies have helped this along as much as if not more than, enlightenment of existing management. The surest route to becoming a publisher, however, remains being born the son of a publisher. Failing that stroke of luck, marrying into his family or into a major stockholder helps. Although many publishing companies have gone public, the industry’s nepotistic tendencies die hard.

Nevertheless, the development of staff specialists has produced more incisive treatment of topics previously considered beyond the purvey of the general press. Investigative reporting recognizes not only libel laws but also limits dictated by individual rights. Muckraking and capricious use of the power of the press has abated. Business and financial coverage no longer consists merely of assigning a tired veteran or a trainee to process handouts from advertisers’ public relations staffs. Religion merits more than a cursory repetition of pious platitudes. Social columns abandon routine wedding announcements in favor of exploring elements of modern lifestyle. Some sportswriters refuse to be lackeys to the teams they cover. Press agency becomes less blatant in theatre and amusement columns. Pandering begins to erode from travel writing. Medicine, science, ecology, education and a host of other topics get serious treatment.

Growing sophistication and population mobility even have reduced somewhat the previous emphasis on the “local” angle. The “Traditionalists” held that the metropolitan dailies could impart world news but the *Podunk Journal*, alone, could tell Podunkers what happened in Podunk. Of course many metropolitan dailies regarded their surroundings simply as an enlarged Podunk. This theory ignored the fact that few people read more than their local newspaper. As subscribers’ horizons broadened they wanted more than parochial slants in their reading. Oddly enough, however, few newspapers cover the suburbs as extensively as they do cities. Regionalism gets only token treatment in metropolitan areas. Local boosterism, although not as rampant as in the past, survives.

Such advances, encouraging in themselves, tend to highlight lingering shortcomings. While many newspapers can claim sharing in them, few have implemented these improvements quickly enough. Even major American newspapers, for instance, offer a starvation diet of foreign news. Other inconsistencies remain. There’s no way, for instance, for the average reader to be sure if he’s benefiting from probing questions or being tested by a “trial balloon”—ran item planted anonymously to measure reaction or for some other purpose a news source considers worthy. Full disclosure of sources and circumstances of published items seldom is standing policy. This permits practices that strain integrity to its limits.

The simple truth is that most newspapers which claim ability to keep up with change and new trends find themselves reluctant to permit change in their own operations except in slow measured doses.



Even format becomes petrified when tradition resists adopting recognized advances in the art of typography. Easier to read six column pages have displaced old fashioned eight column layouts in only a few newspapers, which, interestingly enough, just happen to include some of the more commercially successful. The handier tabloid size still is regarded inappropriate for a journal of quality. Capital letters abound for no logical reason in headlines. Color, which no longer poses a serious technical problem, is used sparingly except for advertisements. Many photographers still rely on photo "clinches" and editors continue to thwart graphic creativity nearly 40 years after *Life* magazine pioneered photojournalism.

Television tries to combine news with show business and concentrates on talent which commands the highest audience rating irrespective of news sense. But it unquestionably has taken advantage of its ability to outperform the print medium in terms of quick delivery and immediacy.

There is little evidence on the other hand, however, that newspapers have any deep commitment to the written word's unique ability to explore the world of ideas. Editorial and opinion pages seem content to demonstrate how many ways exist to say the same thing. Well written essays with insights into complicated subjects seldom reach newspaper subscribers. The good feature story is considered too demanding on limited space in daily editions so it's consigned to the Sunday supplement. Background pieces and thoughtful interpretations take second place to so called hard news in both assignment priority and space allotment.

**S**pecial purpose publications do take up some of the slack. Newsmagazines do offer a higher ratio of significance to space used. But the former exist in too great a profusion to serve the average person with any efficiency and the latter are designed to complement rather than supplant daily coverage.

Much of the reluctance to significantly reshape the newspaper publisher's product, it must be acknowledged, stems from the industry's labor intensity. Communications is a person to person process in which machinery can serve only a peripheral function. People at the core of the operation cost money; competition for talent has raised the ante. The traditional low salaries of the past were forced to yield to the growth professionalism. The rate of improvement, necessary as it has been to the continued existence of the industry, has created cost escalation not easily absorbed.

This is a phenomenon, however, that newspapers share with other service industries, most of which are included in the growth segment of the national economy. The editor who told me newspapers certainly aren't growth ventures unfortunately was right; but he didn't have to be. Without denying the importance or the seriousness of the cost of human labor, it is possible to ask if, like other problems, this one might not just be a challenge unmet.

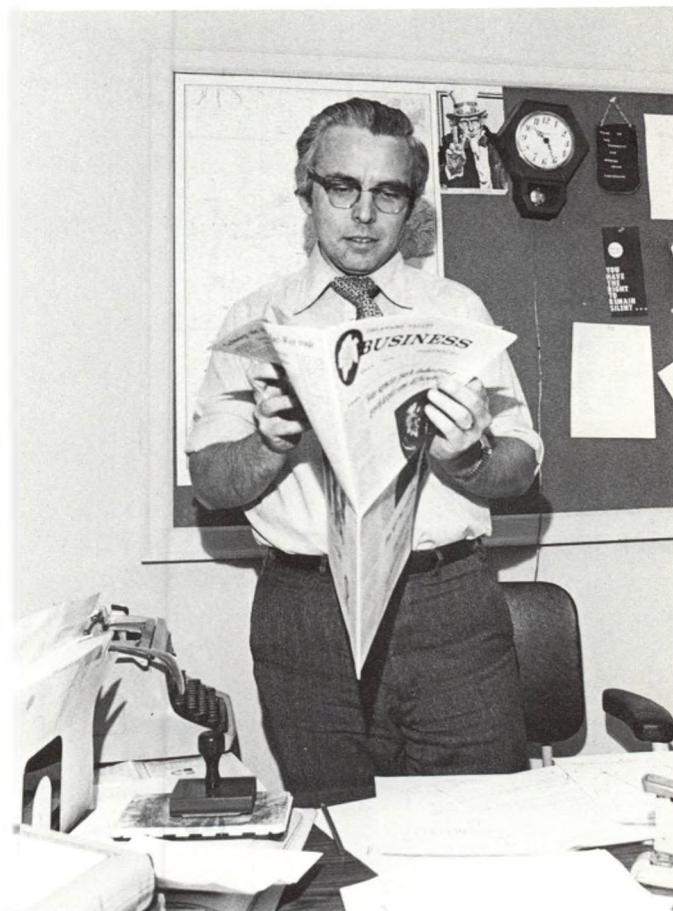
Handling a staff of creative personnel also poses other considerations. The newspaper industry cries for innovations like the shortened work week and continuing in service education. So far such notions, despite their logic, sound like outright heresy to ears attuned to clattering typewriters and the jangle of other newsroom sounds. But like other great ideas, their day must come.

Futurists predict newsprint sooner or later will give way to daily facsimile transmission direct to subscribers' homes. Computer processed copy gathered from all over the world will be

fed instantaneously to people who demand their information in a hurry. Something like this is feasible now but economically prohibitive. Like other technological advances, it would be foolish to deny that it can happen. From present vantage point, however, it seems doubtful that, when it does come to pass, it will have the universal applicability that the penny press achieved in a short time. At any rate, it is highly doubtful the newspapers as we know it will disappear from our daily lives in the foreseeable future.

These notions are not meant to imply that the newspaper industry is moribund in a world of rapid change. Like other generalities, they must be applied differently in individual cases. Moreover, the field still provides, by its very nature, fertile ground for new ideas. Its history teaches that organizations willing to act upon untraditional notions thrive while those locked into the past decline and die. The most serious question at this point seems to be whether considerations of the press as a business will yield enough time to those of the press as an institution.

It is in its institutional capacity that the press has been a main stay of a free society. It is in that capacity that it can continue to serve. ■



*James P. Parks, Jr., '55, has been editor-in-chief of the Delaware Valley Business Fortnight, published by the Greater Philadelphia Chamber of Commerce, since 1970. Previously, he had served for eight years as assistant city editor of the News-Journal papers in Wilmington, Del.*



*Studio art, music theory and composition, and sculpture are some of the courses offered as part of an exciting new major program*

# The FINE Arts Find a Home

By Joseph Breitner

**L**iberal arts are intended to provide a student with a knowledge of man's cultural heritage. Language, philosophy, history, and literature are the subjects students most often mention in identifying the liberal arts, but the fine arts is one they mention the least.

That's probably because it is a subject with which they are the least familiar.

Students at the college are going to have more exposure to them now. This year, La Salle initiated a major program in the fine arts, including courses in studio art and music theory and composition. Most of the new courses concentrate on the history of painting, sculpture, architecture, and music.

"I was interested in such a thing since I came here five years ago, but I didn't work at it until I was encouraged by (Chairman of the Fine Arts Department) George Diehl," said Thomas Ridington, assistant professor of art and teacher of the art history courses.

"I think art history is necessary for a liberal arts college. Art history is part of a liberal arts education, by tradition and right a normal policy of any college of arts and sciences."

While the art history major is new to La Salle, the study of art is not.

"We've always had art courses since the early 1960s, when it was required (of liberal arts majors) to have courses in art," said Brother Daniel Burke, F.S.C., Ph.D., president of La Salle. "That was a significant advance for an all-male college, which typically neglect the aesthetic side of education."

"Even from the early '60s, the major was a distinct possibility beyond a single course requirement. Back in those days, it was a 'Well, let us see' possibility."

But it was another significant advance in 1970 that made the proposal even more feasible: the admission of full-time women students.

"We thought that a significant number of coeds might be interested in it," Brother Burke explained, "and it grew strongly after coeds were admitted."

"It was high time we had majors in art," commented Diehl. "Otherwise, we'd exist as a failure to academic progress. No scholar worth his salt is going to be content with that."

Two majors are included in the newly-established Fine Arts Department: art history and music. Art history requirements involve two studio courses, while music majors study its history as well as composition.

The courses cover many different specific periods. An art history major can take courses ranging from a survey of Western European architecture to Renaissance art to American art. Music curriculum offers courses in the development of music from ancient times to 1750 and a study of Twentieth Century trends.

And students are availing themselves to the department's offerings.

"Interest in the arts has been encouraging, and the students are indeed subscribing to them as part of the distribution requirement (of the new core curriculum)," said Brother Emery Mollenhauer, F.S.C., Ph.D., vice president of academic affairs.

"The whole idea is to examine civilization from a different point of view," Ridington said of the art history courses. "It is distinct from straight history that deals with political movements. It gets into philosophical and stylistic trends of periods, just as there are trends in the literature and the politics of a period."

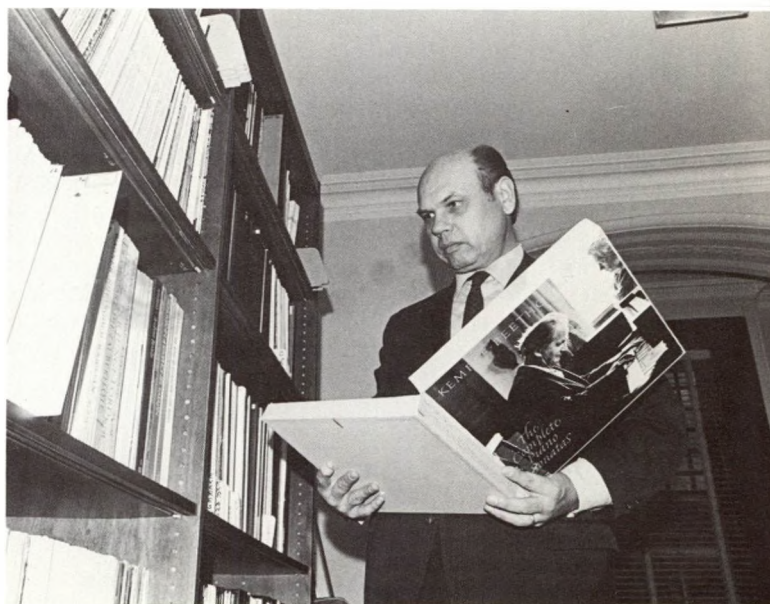
"I think you can't help but think of it as an end in itself, but it isn't, just as nothing is an end in itself. The sum of the parts is greater than the whole in a way, and much more is reflected than the individual (artist studied). The more we know of the surroundings, the more meaningful the experience."

Ridington doesn't view the study of art from a practical outlook. Instead, he emphasizes its cultural and emotional values.

"Art gains in meaning in association with other disciplines. Man can't live by one discipline alone. This year, more than in previous years, we realize this, not only as far as the broad base is concerned, but the additional uplift it gives to our lives, almost the spiritual uplift. No man in 1972 is complete without it."

"This is a liberal arts college, and in a liberal arts college, there must be a place for the fine arts," said Diehl, who teaches the department's music courses.

**D**iehl's philosophy in studying music is basically no different from Ridington's observations on the visual arts. He sees an importance in not only studying music from a historical perspective but in developing a basis for increased enjoyment of listening and a greater perception of music as a channel of creative expression.





At present, however, the music program at La Salle will remain somewhat limited for those students who desire an even more extensive background in the subject. But upper division music courses may be taken at nearby Chestnut Hill College, where a full music major program is offered. Several La Salle students are currently enrolled in music courses there.

Diehl indicated that while there are a number of courses that would have to be taken at Chestnut Hill, "It's conceivable that some courses at La Salle could be substituted."

He also encourages his students to avail themselves to "cultural experiences outside the college," such as concerts offered by music academies.

Students interested in doing their own painting have an outlet for their talents on campus, however.

About 50 of them are currently enrolled in an oil painting course taught by James Hanes, assistant professor and the college's artist in residence.

While it is a basic course involving only the fundamentals of sketching and painting outdoor as well as indoor subjects, it is one that so far has been over-enrolled, according to Hanes.

"Students need something creative to do. I like teaching art history, but that hasn't the appeal this does. Here, you take the course because you want to do it."

"What we try to do here is have the students come in for three hours, as you can't get everything done in three one-hour classes a week. In a canvas painting, you have to prepare materials, which can't be done three times a week. I insist the students learn the basics and linear perspective, but then they can do what (subjects) they want," Hanes said.

"The only way to learn to paint is to paint."

"Painting is like a baby," one student artist observed. "You have to crawl before you walk. The more you paint, the more experience you get, the better you do, and the more you can develop your own style."

"There's a lot more to painting than putting paint on a canvas," another said. "You look at paintings, and you'll come out with a shape that's terrible, and he (Hanes) will tell you how to fix it."

A course in etching and lithography will also be offered when the facilities are available. At the present time, however,

Hanes is more than busy with his oil painting students. He would rather have a small yet quality painting curriculum than a large one at the expense of excellence.

He hopes that the college will eventually be able to open a new art studio.

"Whatever we offer, we should give a good account of ourselves."

Hanes has done just that as far as his own accomplishments are concerned. He's been a professional painter for some 20 years, and his works have been exhibited not only in this country but abroad as well. He has taught at the Pennsylvania Academy of Fine Arts and the Philadelphia Museum of Art.

Since being appointed artist in residence last year, he has worked on oil paintings of retired faculty members. His first subject was former Athletic Director Jim Henry. It wasn't a job done easily.

Henry, who lives in Avalon, New Jersey, had to come to La Salle several times to pose for Hanes.

This year, he is doing a portrait of Brother Thomas Gimborn, F.S.C., Ph.D., who recently retired as professor of theology.

Because all the portraits he does are large ones, Hanes can paint only one a year. But he anticipates having enough subjects as more members of the faculty administration retire.

Although the new major course offerings are considered permanent, the degree of student interest in them will be carefully observed to determine how much they appeal to prospective majors.

"Courses would have to be cycled to get students interested," Brother Emery remarked. "My hope is that there'd be enough for an on-going offering. I'm hoping the cooperative program with Chestnut Hill College will continue to supplement the program in terms of subscription."

While there "probably won't be a great demand" for art curriculum, the new major is "holding its own very well," he said.

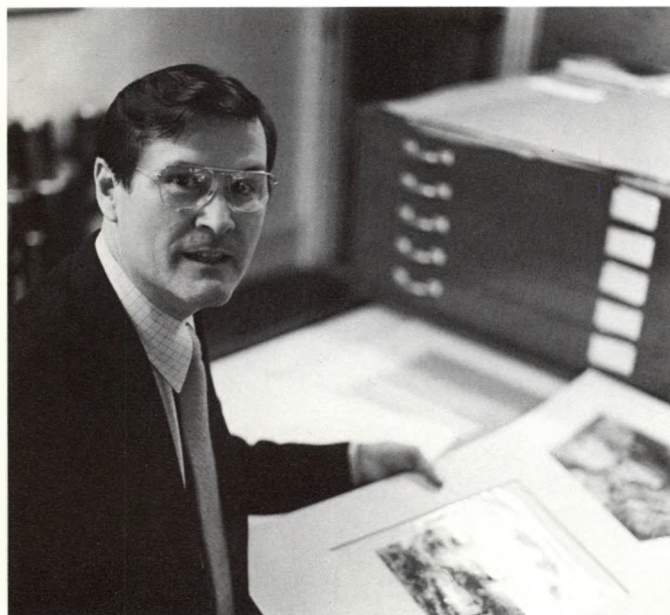
"I think we have a good department. Much has been due to those people and their enthusiasm and persistence." ■

---

*Joseph W. Breitner, '72, is a staff assistant with the college's News Bureau.*

---

The nucleus of the college's Fine Arts Department (from left): chairman George Diehl, Tom Riddington, and Jim Hanes, who is a Fellow at the American Academy in Rome.





## EXPLORER SOCCER TURNS THE CORNER



Coach Bill Wilkinson gestures to team: "Jack Conboy thinks I'm a dedicated coach," he said at the club's victory banquet, "but I'm just a guy enjoying myself."

Not too many eyebrows were raised four years ago when a new La Salle soccer coach vowed to bring enthusiasm and competitiveness to the Explorer sport which had yielded only 41 victories over the previous 20 years, with not one season over .500.

That coach was Bill Wilkinson, and that promise has been fulfilled. Last month, the La Salle booters concluded their third consecutive winning campaign with a fine 9-4-1 mark, bringing Wilkinson's four year log to 31-19-5 (.564).

"As I look back on our 1972 battles, the most obvious fact is that four goals separated us from an undefeated season," says Wilkinson, in reference to one-goal losses to NCAA post season tourney entrant Philadelphia Textile, MAC East champion St. Joseph's, MAC West champion Rider, and American University.

"One has to view this game philosophically though, and the efforts of our players put nine victories on the board. That's not a bad season's work by any standard."

For senior co-captains Tom Ruth and Vince Gallagher, two rugged fullbacks, and Bud Bauscher, the senior forward who set single season (11 goals-1970) and career (24 goals, 1969-72) scoring

marks, there is a happy sense of accomplishment.

"Wilkinson's been a fabulous coach, the major factor in La Salle's soccer birth," says Ruth, one of the new breed for Explorer booters. "I feel as so many of the players do that my game has consistently grown under his direction, but more important, is his personal relationship with each of us. He's obviously in command, we do work hard, and we've won with regularity, and through all of this, the coach seems more like one of us, than one above us. That's the Wilkinson magic."

Probably the best indication of the type of soccer now being played at the college is that La Salle's 32 goals during 1972 were scored by 13 different players.

Talented ball control specialists like junior Fred Gauss and soph Bill Johnston sacrificed individual glory for positions as playmakers. Their endeavors directly effected many of the scores of junior forwards Joe Sabol (five goals) and Mark Simpson (five goals) as well as senior Bauscher (four goals).

Other Explorer frontliners experiencing fine seasons were senior Wayne Brad-dock (three goals), freshman Rick Hoff-

man (three goals), juniors Tom McGovern and Mike Walls, and sophomore Gene Overcash.

While the offensive highlight of the year was a 7-1 pasting of Villanova, the La Salle defense was the key in identical 2-1 upsets of NCAA entrant Drexel and West Chester (the first Explorer triumph over the Rams ever).

Fullbacks Ruth and Gallagher, along with seniors Jim Wilkinson and Ron Bie-miller and sophomore Brad Bentz, and senior goalie Bill Hagan shut off opponent offensive efforts like never before.

American University's 3-2 victory over the Explorers represented the top opponent goal total for the year. Four teams managed two goals against the La Salle defense; eight could score only once, and one was shutout.

Next season, Wilkinson's stalwarts take on a new and impressive hurdle. With the addition of an encounter with the nationally-ranked University of Pennsylvania at Franklin Field, the Explorers will be the only Big Five School playing all four cross-town rivals.

The La Salle booters are more than capable of meeting such a challenge. The Explorers have not only turned the corner; *they have arrived!*

—Joe Batory



Receiving honorary doctor of science degrees from La Salle's President Brother Daniel Burke, at annual Fall Honors Convocation, Oct. 22, were Maurice F. Strong, secretary-general of the United Nations Conference on the Human Environment; Charles S. Cameron, M.D., chairman of the board at Hahnemann Medical College and noted cancer-research specialist, and Loren Eiseley, Ph.D., internationally-known anthropologist from the University of Pennsylvania.

## Father Kieser Awarded Signum Fidei Medal

The Rev. Ellwood E. Kieser, C.S.P., creator and executive producer of the highly-successful television series, *INSIGHT*, has been named recipient of the Signum Fidei Medal, the highest award of the college Alumni Association.

Father Kieser, a native of Philadelphia and a 1950 graduate of La Salle, received the 31st annual award for "Contributions to the Advancement of Christian Principles" at the association's annual awards dinner on Nov. 17 at the College Union Ballroom.

Some 66 seniors from the college's day and evening divisions were inducted into the Alpha Epsilon Alumni Honor Society at the dinner, according to the committee chairman, Robert W. Wassel.

Four members of the college's faculty and administration were also inducted into the society. They are: Mary E. Broderick, circulation librarian; Joseph J. Bernier, assistant professor, psychology; Brother Richard Hawley, F.S.C., assistant professor, biology, and Francis J. McGovern, associate director of development.

Father Kieser, a member of the Paulist Fathers—an order of priests who specialize in serving those outside the Roman Catholic Church, established an institute of adult education in theology at his suburban Los Angeles parish church of St. Paul the Apostle in 1958. From this, he developed the idea to dramatize real-life situations on a television series.

Since its introduction in September, 1960, *INSIGHT*, has attracted enthusiastic support of many of Hollywood's finest minds. It is now the most widely-seen show of its kind of the world, playing on 250 TV stations in the U.S., South America, Australia, Canada, Formosa, and the Philippines. (It appears at 2:00 P.M. on Saturdays on Philadelphia's WPVI-TV (Ch. 6).)

*INSIGHT*'s scripts, all outspoken, probing, and thoughtful, have depicted such social problems as prejudice, infidelity, alcoholism, drugs, poverty, rape, and abortion, among others. Guest stars who have donated their time for the series include Peter Fonda, Gene Hackman, Elizabeth Ashley, Carroll O'Connor, and Geraldine Brooks.

One of the 1968 *INSIGHT* programs, "Watts, Made out of Thread," received



the American Film Festival Award.

The Signum Fidei Medal derives its name from the motto of the Brothers of the Christian Schools—"Sign of Faith." It has been awarded each year since 1942. Recipients have included Bishop Fulton J. Sheen, R. Sargent Shriver, the Rev. Leon Sullivan, Senator Eugene McCarthy, and last year's awardee, the Rev. Melvin Floyd, the Philadelphia policeman who became nationally-known for his work with youth.

## Ex-lobbyist describes Washington corruption

"I sincerely felt I had something to say, and I believe that the American people have the right to know what goes on beyond the scenes," Robert N. Winter-Berger told a Concert and Lecture Series audience recently.

Thus the author of *"The Washington Pay-Off"* explained why he exposed corruption among high-ranking government officials in his controversial book.

Speaking in the Union Theatre on Oct. 3, Winter-Berger said, "Honesty is a scarce commodity on Capitol Hill. I don't recall an instance (in) which (a request or proposal) was decided purely on its merits."

Winter-Berger, who witnessed bribery as a lobbyist in Washington from 1964 to 1969, cited former President Lyndon B. Johnson, House of Representatives Minority Leader Gerald R. Ford, and Nathan Voloshen, aide to House Speaker John W. McCormack, as parties involved in pay-offs.

He recalled an instance in early 1964 when, while in McCormack's office, Johnson burst in hysterically, upset by the discovery of the Bobby Baker scandal. Winter-Berger himself was ordered by the president to relay to Baker an offer of \$1 million to invoke the Fifth Amendment (prohibiting self-incrimination) at his trial, which he did.

In 1969, Winter-Berger sought Ford's assistance in obtaining an ambassadorship for a client. Ford, who said he had "no time" for the request, reversed his action after being informed that the office-seeker had proposed a \$30,000 donation to the Republican Party National Committee.

Voloshen, according to Winter-Berger,

paid McCormack \$2,500 monthly for the use of the Speaker's office, which was provided free for McCormack as part of his job. It was from there where he carried on business on behalf of his clients, whom Winter-Berger said were under-world leaders.

"It became apparent that money is the only factor. Money, much to my dismay, bought favors to Nathan Voloshen's friends."

He cited the peak years of the Vietnam war (1964-66) as a time when pay-offs abounded in Washington. Honorable discharges for stateside servicemen were obtainable for \$5,000, while \$10,000 could buy a discharge for a GI overseas.

"If you have no money in Washington, you're dead," he remarked. "The difference between Democrats and Republicans is like the difference between cancer and tuberculosis."

Citing campaign donations as the reason why "organized crime has a great many offices in Washington," Winter-Berger emphasized that there is a need for reform in the ethics governing campaign funding.

The expenses encountered by senators and congressmen who maintain homes in their native states as well as in the District of Columbia are also met by monetary gifts contributed during campaigns, he added.

"Congress will not police itself, and Congress doesn't want to police itself. Many things are illegal but not enforced."

But he warned that it is difficult to prove that a contribution is made solely in order to obtain a favor.

In addition, a congressman "can't" be re-elected unless he does favors for his supporters.

Noting that some of the officials whose dealings he exposed in *"The Washington Pay-Off"* are among his close friends, Winter-Berger said, "I don't feel I betrayed them; they betray the public trust."

When asked by a student in the audience about the present state of affairs, he remarked, "The Nixon Administration is one of the most corrupt in history. I'm afraid Johnson's was, too."

Winter-Berger said the country is "going in the course of a dictatorship" and will continue to do so unless citizens communicate with Congress.



# ALUMNI NEWS

Rev. Ellwood E. Kieser, C.S.P., '50, (center) shows Signum Fidei Medal to alumni association president Robert J. Schaefer, '54 (left), and college's vice president for public affairs, John L. McCloskey, '48, who received John Finley Medal for "outstanding service to college by an alumnus."



Inducted into Alpha Epsilon Alumni Society by committee chairman Robert W. Wassel, '66 (left) were Francis J. McGovern, '66, associate director of development at the college; Joseph J. Bernier, assistant professor, psychology, and Brother Richard Hawley, assistant professor, biology.



**'36**

**Patrick V. Maley** retired recently after teaching for 25 years at the Overbrook School for the Blind. He had been chairman of the science department.

**'38**



**Michael C.  
Rainone, Esq.**

**Michael C. Rainone, Esq.**, was elected president of the Nationalities Service Center. He is also currently a member of the Board of Trustees of Philadelphia Community College as well as the Philadelphia Trial Lawyers Association.



'48

**Thomas J. Hare** was recently appointed to the full time sales staff of Fox & Lazo, Inc., Realtors in Camden and Burlington Counties. **Carl J. Salzano** has been awarded the 1972 American Merchant Marine Writers Award of the Propeller Club of the U.S.

DECEASED: **Edward W. Ehrlich**, M.D.



**John C. Rosania**

**John C. Rosania**, a special agent with Prudential Insurance Co.'s Quaker City Agency, has placed more than two million dollars of insurance in 1972

'50

**Gerard J. Nolan** has been awarded a Commissioner's Citation for leadership at the Social Security Administration's Annual Awards Ceremony. This award is the highest award conferred upon employees of the Social Security Administration.

DECEASED: Honorary Alumnus Rt. Rev. Msgr. **Adolph J. Baum**

'51

**Richard J. Stout**, Esq., has been sworn in as Assistant United States Attorney for the eastern district of Pennsylvania.

'52

**Saul B. Eskin** is the new president of Rodder's of the San Joaquin Valley, Calif. **Tony Iapulucci** has joined the faculty of Crossan School, Burholme, Pa.

'53

**John Zaccaria** has been appointed vice-principal of Gillespie Junior High School.

'54

**Thomas P. Callahan**



**Thomas P. Callahan** has been named comptroller of ESB Medcor, Inc.



**James E. Sullivan**

Air Force Major **Norman E. Katz** is presently assigned to the Air Training Command which provides flying, technical, and basic military training for U.S. Air Force personnel. **James E. Sullivan** has been elected governor of the 2nd District of the American Advertising Federation. BIRTH: To **William B. Siegfried**, and wife, a fourth son, Luke.

'59

**Robert I. Alotta** has been named director of public information of the Philadelphia Housing Authority. Brother **Mark Lowery** became the principal of Bishop Walsh High School, Cumberland, Md. **Robert J. Matthews** has joined McNeil Laboratories, Inc., as assistant to the vice president, Administration.

'60

**Benedict Oliver**, F.S.C., has recently been named principal of Central Catholic High School, Pittsburgh, after serving as faculty member and chairman of the Dept. of English since 1961. American Security and Trust Co. has named **Michael F. Ryan** as corporate vice president. **Joseph Stephens** has been promoted to Plant Manager, American Can Co., Altaloma, Calif.

Brother **Jeremy McNamara**, F.S.C., Provincial of the Baltimore District of Brothers of the Christian Schools since March, 1970, died on November 25 at Philadelphia's St. Joseph's Hospital after a three week illness. He was 47.

A native of Pittsburgh, Brother McNamara had served as director of the Christian Brothers' Scholasticate, at Elkins Park, for some four years prior to his election as provincial. He had been a member of the faculty and basketball moderator at La Salle College High School from 1949 to 1961, and was a member of the La Salle College Board of Trustees.

'61

**John P. McGrath**



**John P. McGrath** has been appointed manager of product planning and market development by Standard Pressed Steel Co.'s Industrial Fastener Division, Cleveland, Ohio. **Gerald E. Scalley** is director of marketing at American Bancservice Corp., Riviera Beach, Fla. **Gerald P. Wixted** has been appointed administrator, training and organization development, for RCA Government and Commercial Systems. BIRTH: To **Gerald E. Scalley** and his wife, Mary, a son, Shawn Edward.

'62

**Charles C. Cammarota**, a doctoral candidate at Rutgers University, has been selected to be included in Marquis "Who's Who in the East." **Thomas A. Cottone** has been promoted to Group Product Manager with the R.M. Hollingshead Corporation. **Frank J. Sexton** has been named president of Sommer Maid Creamery of Doylestown.



'63

**Joseph F. Lepo** has been elected treasurer and a member of the board of directors of Young Windows Inc., Conshohocken.

'64

**Owen Killian** recently received a new title of banking officer in the metropolitan dept., the First Pennsylvania Banking and Trust Company.

'65



**Dr. John D. Whiteman**

**Dr. Louis S. Grosso** has been appointed pesticide toxicologist for the Environmental Protection Agency. **James M. Kolb** recently made his first religious profession as a member of the Paulist Fathers Community. **Eugene F. Quirk** received his doctor of philosophy degree in English from the Univ. of Illinois. **Dr. John D. Whiteman** has joined Rohm and Haas Company and has been assigned to the company's Research Division at Bristol, Pa. MARRIAGE: **James Paul McFadden** to Blair Joan Boyd, and **James Saraceni** to Bonnie Baird.

'66

**Hugh Foley**, head crew coach at Boston University, served as one of the selectors of the 14 man U.S. Olympic rowing team. **Nicholas Charles Kierniesky** was awarded a Ph.D. in experimental psychology from Tulane University. He is presently assistant professor at Mount Saint Mary's College, Emmitsburg, Md. and is engaged in research relating to brain function and reproductive behavior. **Thomas J. Murray** will serve as advance officer for a U.S. Dept. of Commerce Trade Mission to Turkey and Iran. He was also recently appointed Chief of the International Trade

Division of the Dept.'s Phila. Field Office and elected president of the International Trade Development Assoc. of Bucks County. **James Francis Nash**, Ph.D., has been appointed an assistant professor of English in the School of Humanities at Montclair State College. **Robert Sharkey** has been promoted to assistant controller at Narco Scientific Industries. **William Dale Sokel** has completed a five year tour of military service as a Navy helicopter pilot. He is presently working as a federal narcotics agent for the Bureau of Narcotics and Dangerous Drugs. MARRIAGE: **Thomas J. Dvorak** to Joan E. Hutchings and **William Dale Sokel** to Michelle McColem



**Thomas J. Murray**

'67

**Alfred G. Farina** is presently employed by Merrill, Lynch, Pierce, Fenner & Smith, Inc. as an account executive in Harrisburg. First Lt. **Joseph J. Leigh, Jr.** received the Army Commendation Medal at Ft. Sill, Okla. **Al Marone** joined the Milford School District and teaches general contracting classes in Delaware. **John J. Noraka** has entered the Robert Packer Hospital School of Respiratory Therapy in Sayre, Pa. **Nicholas Panarella** has been named to the dean's list at New England School of Law. MARRIAGE: **Victor Gerard Dymowski** to Sharon Sue St. Clair.

'68

**James J. Clarke** received a doctorate in economics from the University of Notre Dame. MARRIAGE: **Charles J. Potok, Jr.** to Nancy Gannon. BIRTH: To **Lawrence Rosbach** and wife, Theresa, a second daughter.

'69



**James J. Iaquinto**

**James J. Iaquinto** has been named sales administration manager with GAF Corporation's Industrial Products Division. **Francis J. Mills** recently accepted a position as a staff clinical psychologist at Ancora Psychiatric Hospital.

'70

**Howard J. Cain** recently was promoted to Army Sergeant while serving with the VII Corps Artillery in Germany. **Robert A. Lechowicz**, Esq., was admitted to the Bucks County Bar. Army Captain **George J. Lordi, Jr.**, recently completed an orientation course for acting army inspectors general at the Youngs Military Reservation, Seoul, Korea. **Ronald F. O'Driscoll, Jr.** received his masters degree in English from Niagara University. He is presently attending Temple University School of Law. MARRIAGE: **Charles J. Anspach, Jr.**, to Margaret Dale Dilenno, **John Francis Graham** to Janet Lynn Jacobs.

'71

**Michael J. Diccicco** has been promoted to Account Executive with Ed Letven Associates, Inc., **Charles D. Marvil, Jr.**, received a degree in mortuary science from the American Academy, McAllister Institute of Funeral Service in New York. MARRIAGE: **Paul H. Muessig** to Kathryn Ann Zalewski

'72



**Michael E. Preston**

**Brian S. Bauer** has been appointed field representative for C. E. Niehoff & Co. Army 2nd Lt. **Frank J. Berlingis** completed an eight-week Medical Service Corps officer basic course at the Medical Field Service School, Brooke Army Medical Center, Ft. Sam Houston, Tex. **Francis Kolpak** was awarded a fellowship in biochemistry at Case Western University, Cleveland, Ohio. Army 2nd Lt. **James F. Leigh** recently completed a 12 week field artillery officer basic course at the Army Field Artillery School, Ft. Sill, Okla. **Michael E. Preston** has been commissioned a second lieutenant in the U.S. Air Force upon graduation from Officer Training School at Lackland AFB, Texas. MARRIAGE: **Eugene J. Allen, Jr.** to Marlene E. Sikina. MARRIAGE: **Richard A. L. Caldarola** to Nancy T. Althouse. MARRIAGE: **Edward V. Quinn, Jr.** to Miss Rodowicz.

## MOVING?

If your mailing address will change in the next 2-3 months, or if this issue is addressed to your son and he no longer maintains his permanent address at your home, please help us keep our mailing addresses up-to-date by:

**1** PRINT your full name, class year and new address on the opposite form, and

**2** Attach the label from the back cover of this issue and mail to the Alumni Office, La Salle College, Phila., Penna. 19141.

Name \_\_\_\_\_ Class Yr. \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

ATTACH LABEL HERE





"When forty winters shall besiege thy brow,  
and dig deep trenches in thy beauty's field."

—William Shakespeare (1564-1616)



LA SALLE MAGAZINE  
La Salle College  
Philadelphia, Penna. 19141

Second class postage paid at Philadelphia, Penna.



**The FINE Arts**